

City of Shoreline 2012 Community Survey Findings

Presented by

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Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Most Important Services**
- **Trends**
- **Importance/Satisfaction Matrixes**
- **Questions**

Purpose

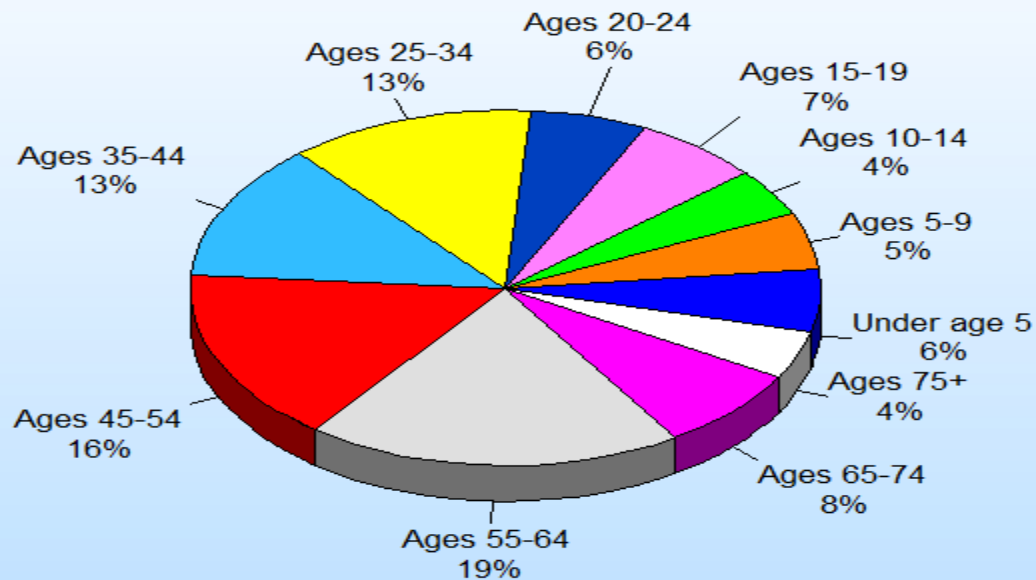
- **To assess resident satisfaction with the delivery of major City services**
- **To benchmark the 2012 survey results against the 2004, 2008, and 2010 survey results**
- **To compare the City's performance with national and regional benchmarks**
- **To identify areas of importance for improvement**

Methodology

- **Survey Description**
 - included most questions that were asked in 2004, 2008, and 2010
- **Method of Administration**
 - by phone to a randomly selected sample of households
 - included households with traditional land lines and cell phones
 - each survey took approximately 15-20 minutes to complete
- **Sample size:**
 - 891 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 3.3% overall**

Q2. Demographics: Ages of People in Household

by percentage of household occupants



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Good Representation By AGES OF RESIDENTS

Q29. Demographics: Number of Years Lived in the City of Shoreline

by percentage of respondents

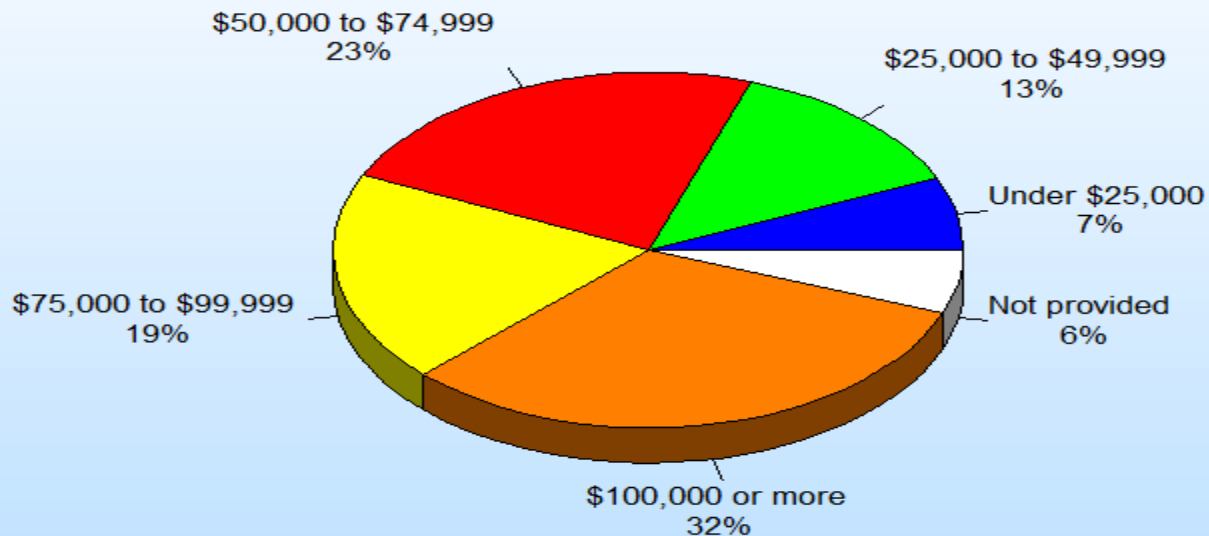


Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Good Representation By LENGTH OF RESIDENCY

Q34. Demographics: Total Annual Household Income

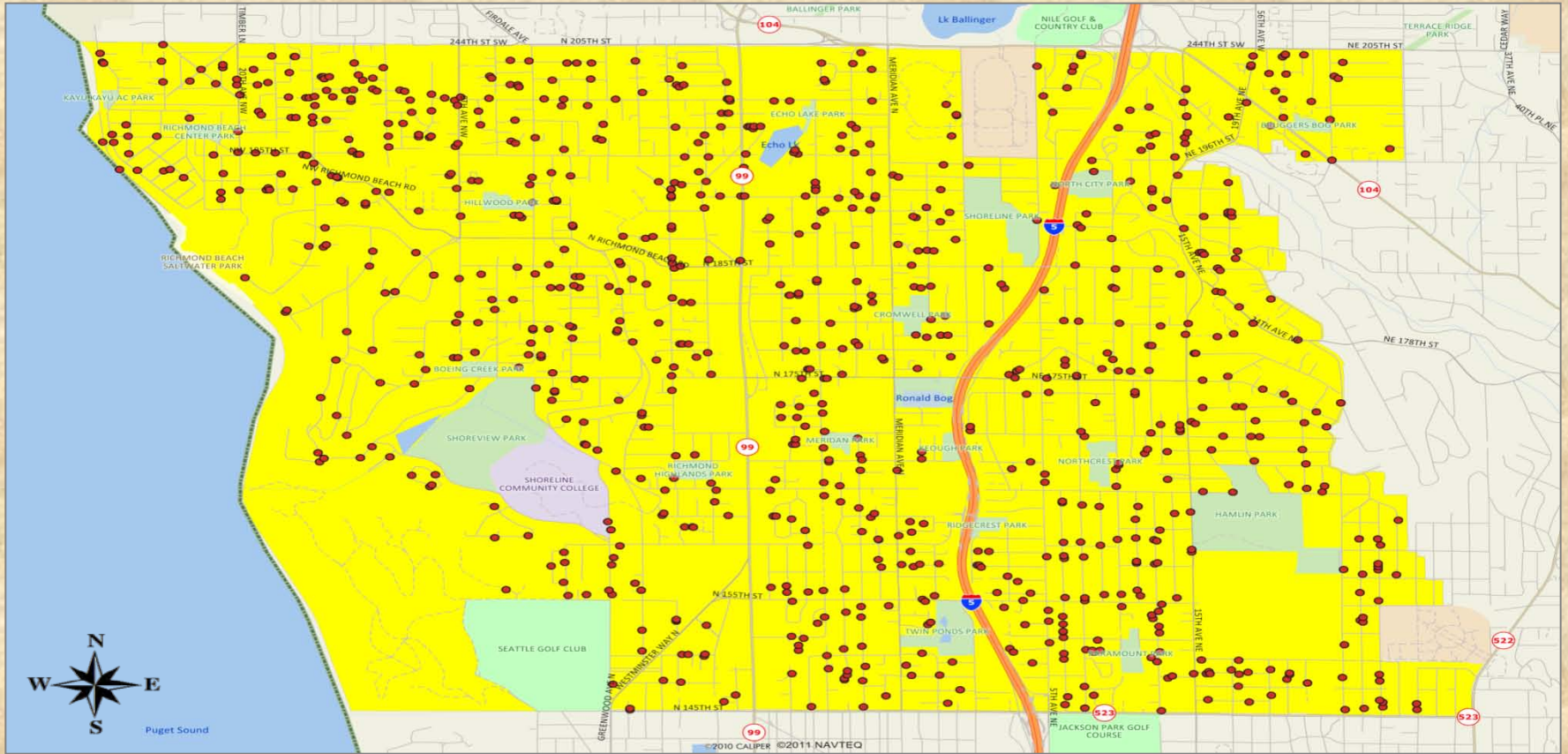
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Good Representation By INCOME

Location of Survey Respondents



Good Representation By LOCATION OF RESIDENCE

Bottom Line Up Front

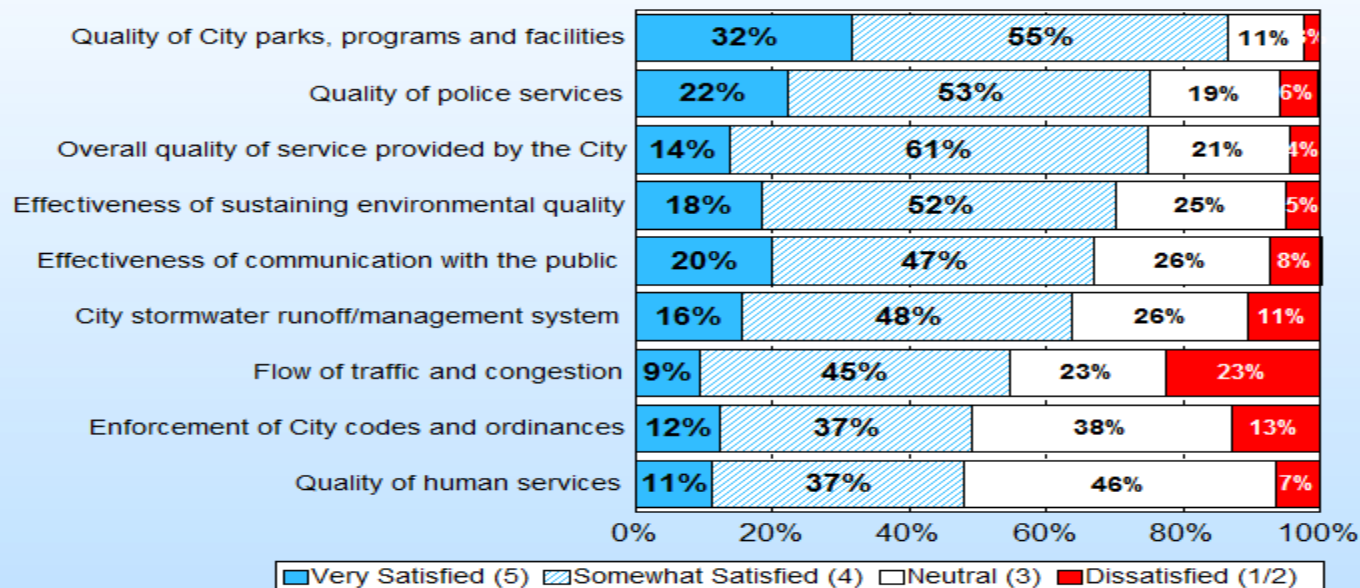
- The City of Shoreline is definitely moving in the right direction
- Many service areas have shown significant increases in satisfaction since 2004
- 72% of respondents feel the city is moving in the right direction compared to 58% in 2004

Major Finding #1

- Overall satisfaction is highest with the quality of City parks, programs and facilities
- Overall satisfaction is lowest with the flow of traffic and congestion
- Flow of traffic and congestion and quality of police services are city services that should receive the most emphasis over the next two years

Q3. Overall Satisfaction With City Services by Major Category in 2012

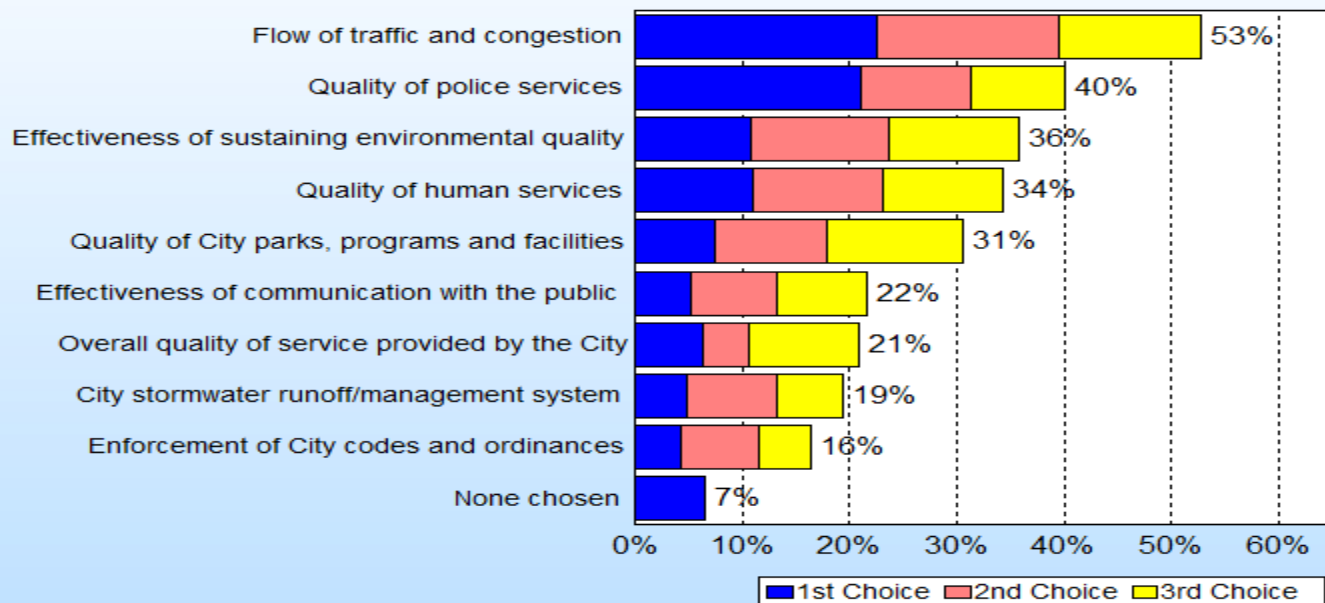
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q4. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

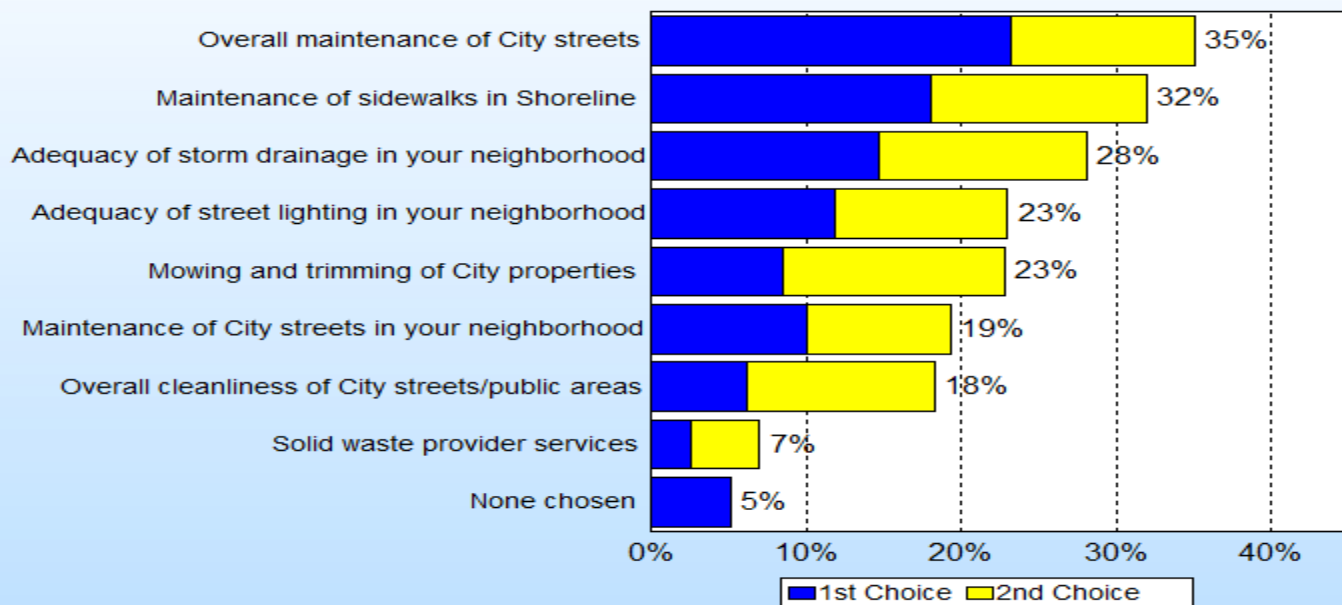
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q6. Aspects of City Maintenance That Should Receive the Most Emphasis Over the Next Two Years

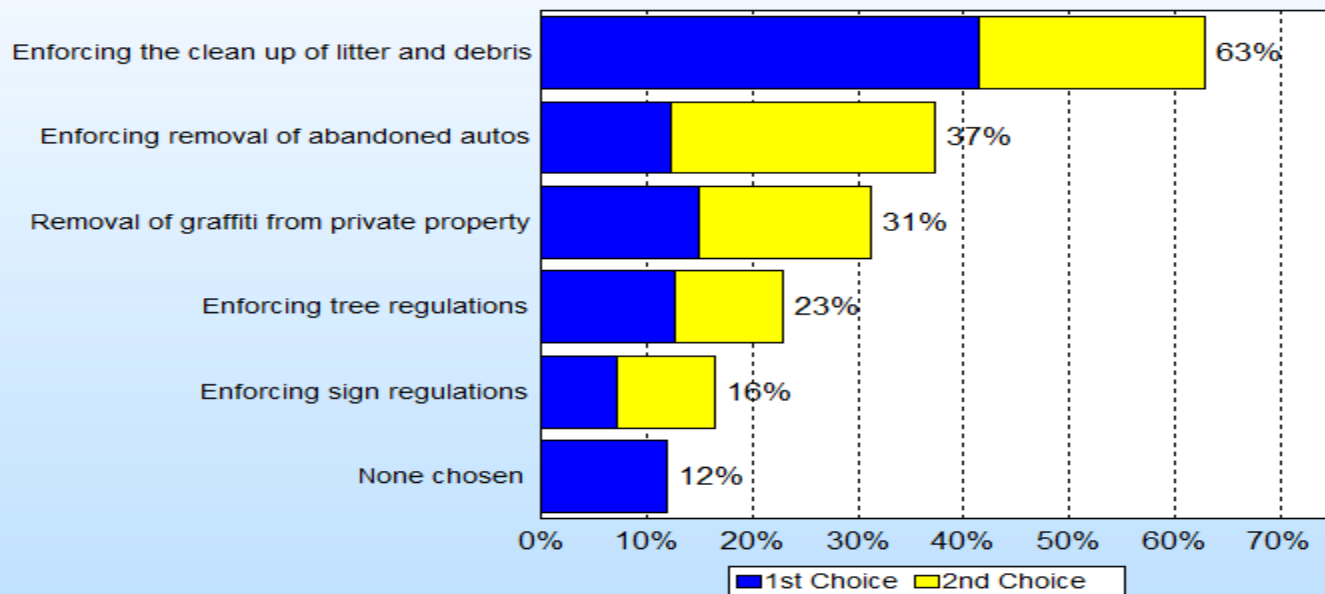
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q8. Aspects of Code Enforcement That Should Receive the Most Emphasis Over the Next Two Years

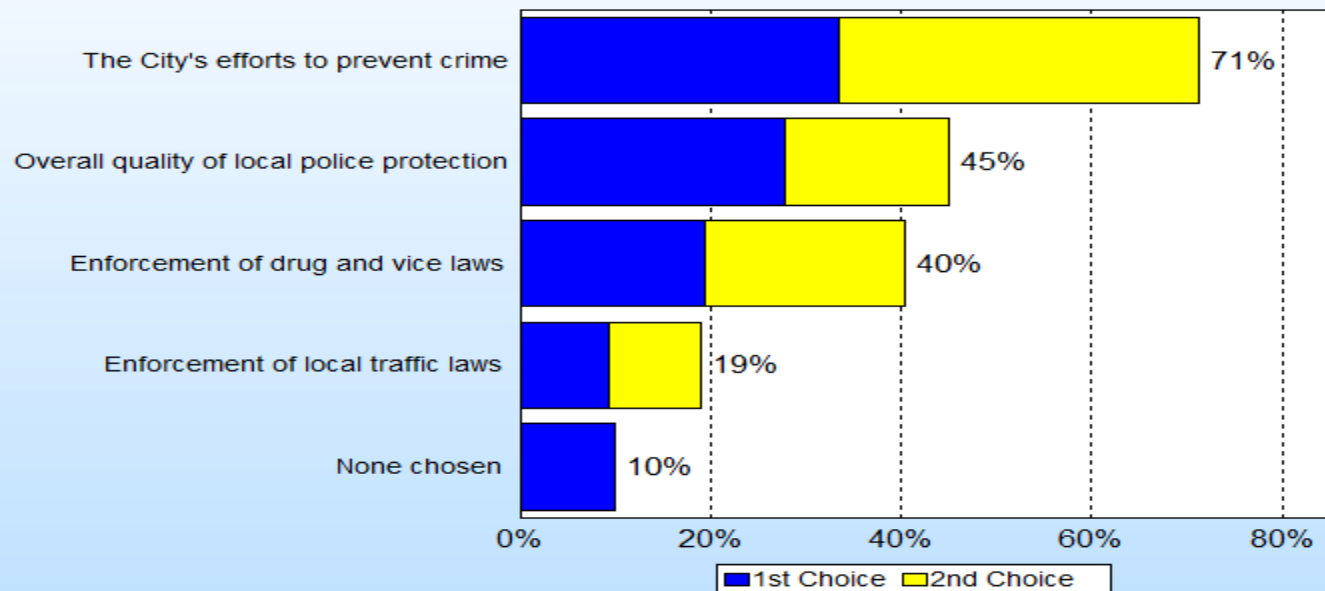
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q10. Aspects of Public Safety That Should Receive the Most Emphasis Over the Next Two Years

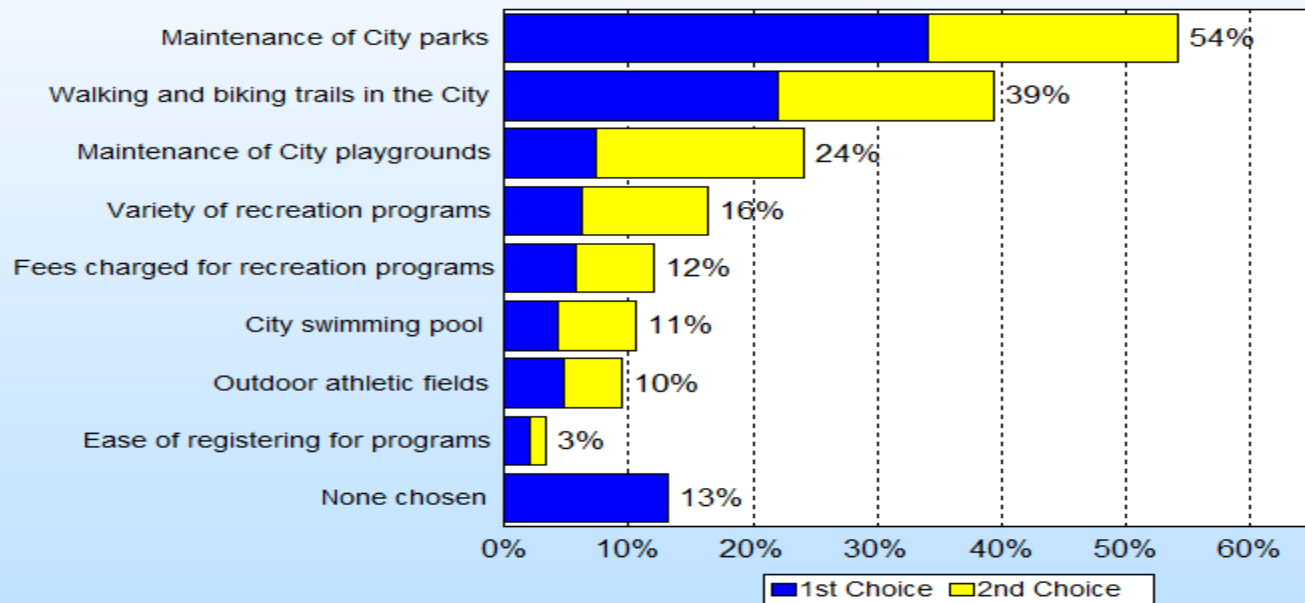
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q22. Aspects of Parks and Recreation That Should Receive the Most Emphasis Over the Next Two Years

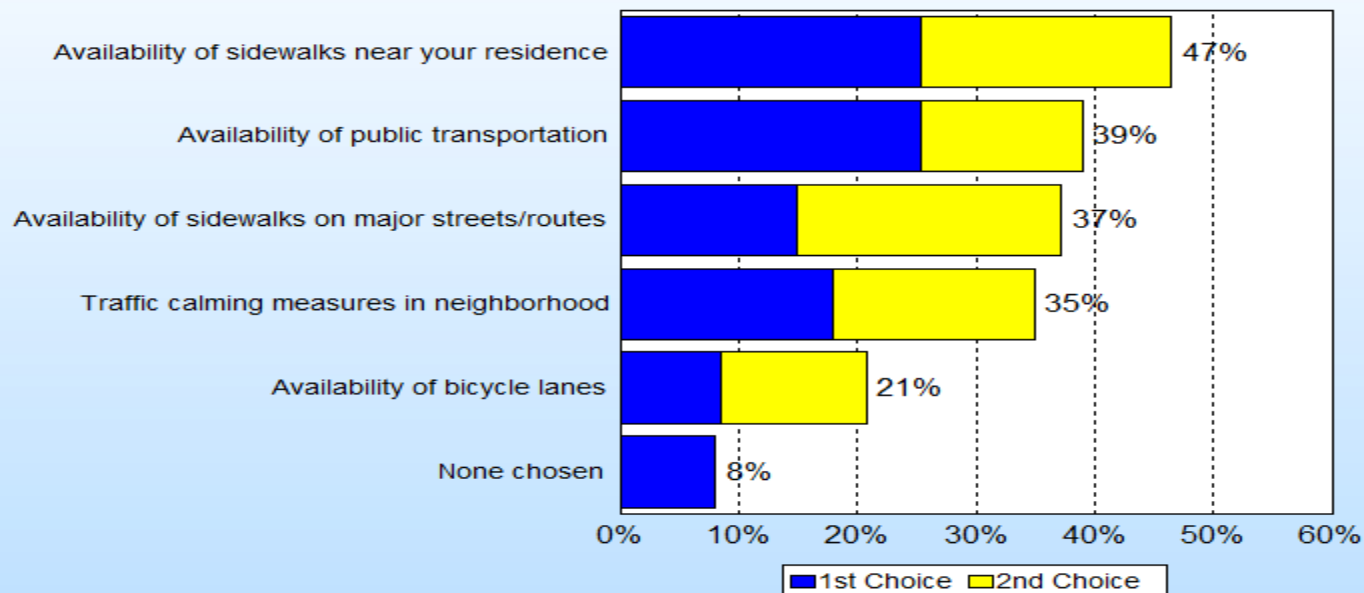
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q24. Aspects of Transportation That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



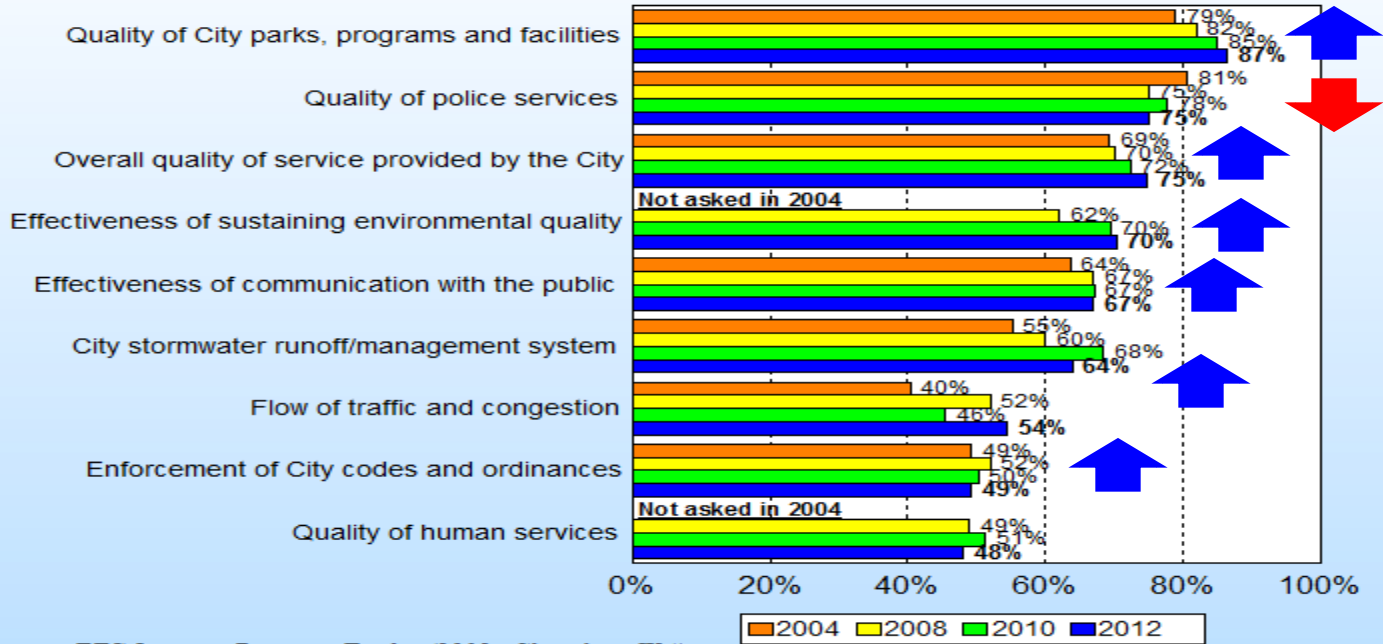
Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Major Finding: #2

**Major City Services Have Largely Shown
Significant Increases in Residents
Satisfaction Since Benchmarking
Began in 2004**

Q3. Overall Satisfaction With City Services by Major Category *Trends - 2004, 2008, 2010 and 2012*

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Largely Significant Increases in Satisfaction (more than 5%)

Significant Increases: ↑ **Significant Decreases:** ↓

Q5. Satisfaction Ratings for Aspects of City Maintenance Trends - 2004, 2008, 2010 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Significant Increases in Satisfaction (more than 5%)

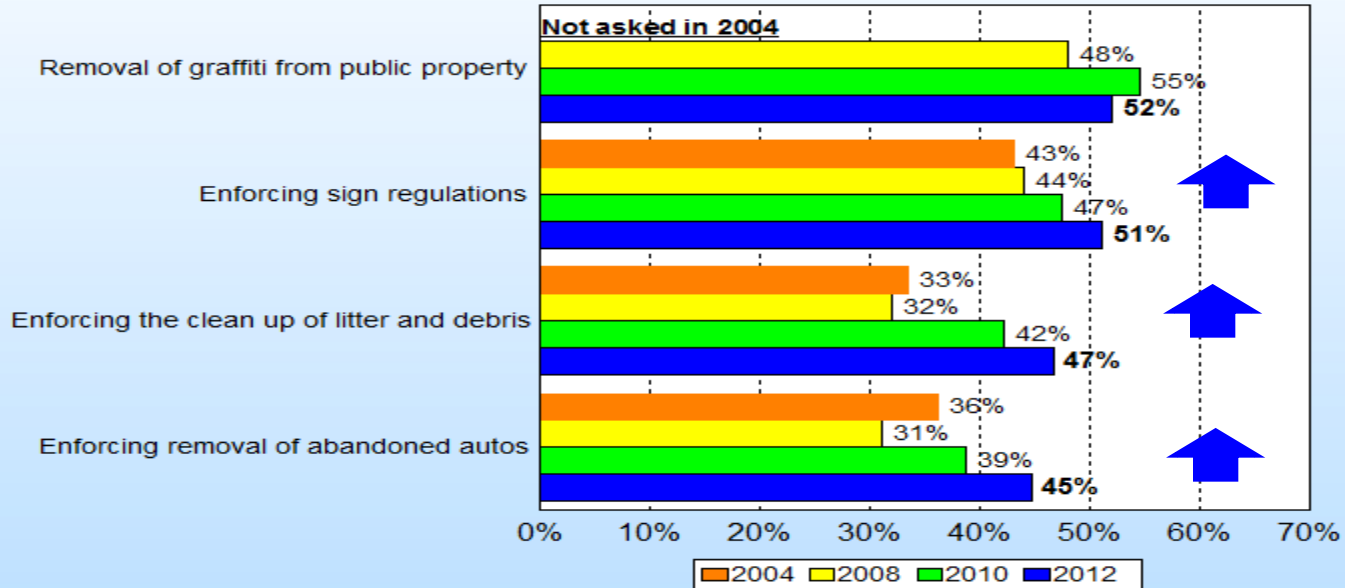
Significant Increases: ↑

Significant Decreases: ↓

Q7. Satisfaction Ratings for the Enforcement of City Codes and Ordinances

Trends - 2004, 2008, 2010 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Significant Increases in Satisfaction (more than 5%)

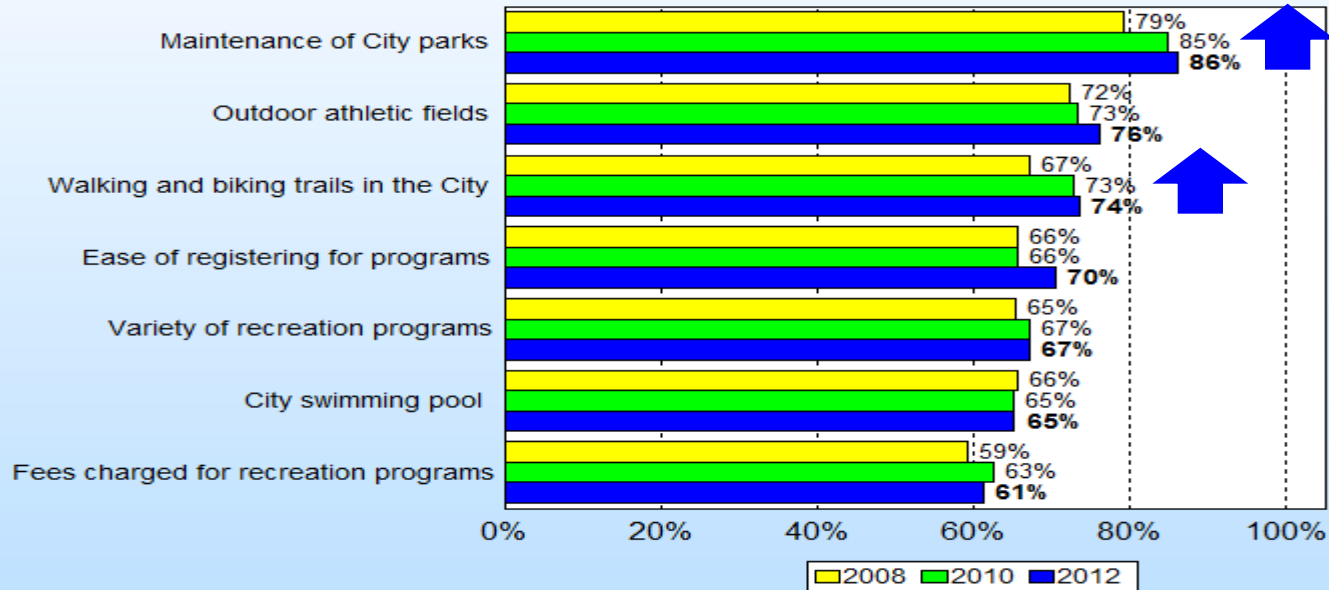
Significant Increases: ↑

Significant Decreases: ↓

Q21. Satisfaction with Various Aspects of Parks and Recreation

Trends - 2008, 2010 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

**Trending Since 2004 Has Shown Significant Increases in Satisfaction
For Trails and Maintenance (more than 5%)**

Significant Increases:

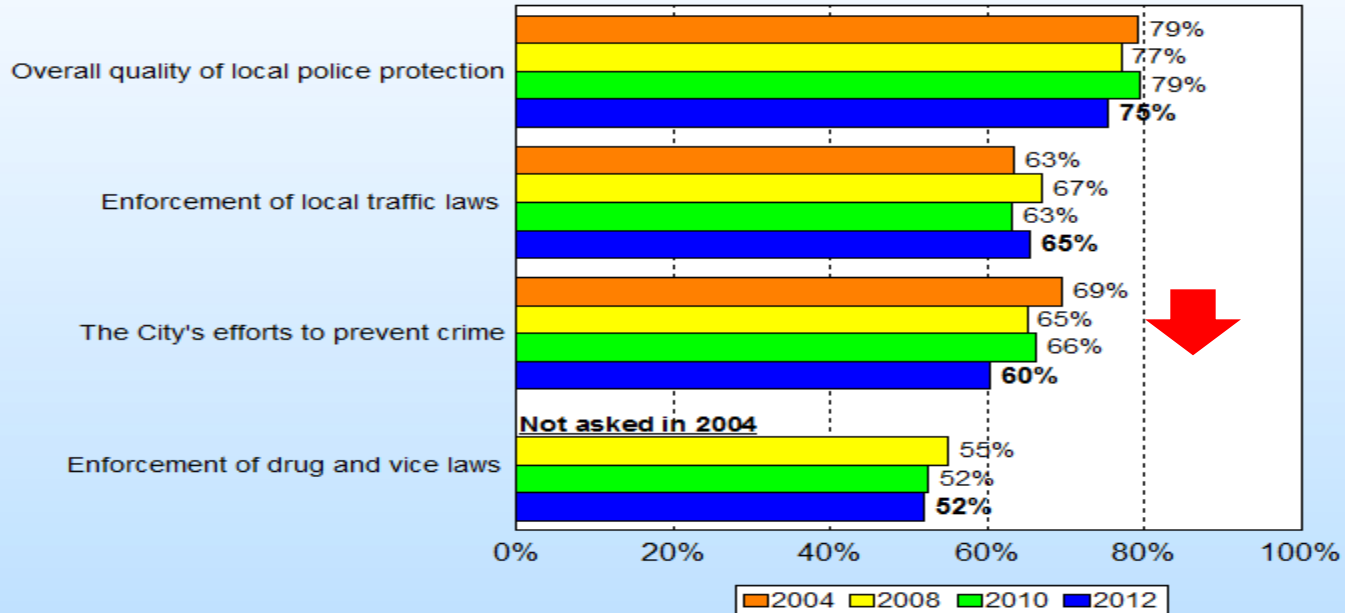


Significant Decreases:



Q9. Satisfaction Ratings for Various Aspects of Public Safety **Trends - 2004, 2008, 2010 and 2012**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

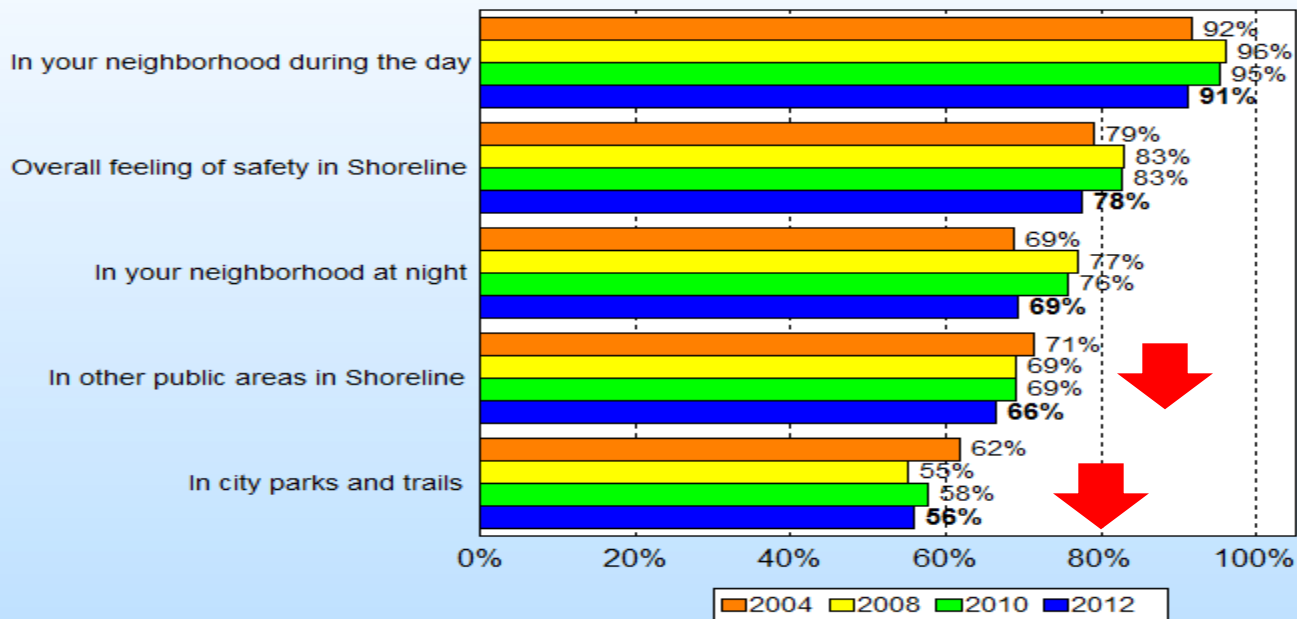
Trending Since 2004 Has Shown One Significant Decrease in Satisfaction (more than 5%)

Significant Increases: 

Significant Decreases: 

Q11. Level of Safety in Various Situations *Trends - 2004, 2008, 2010 and 2012*

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Some Significant Decreases in Satisfaction (more than 5%)

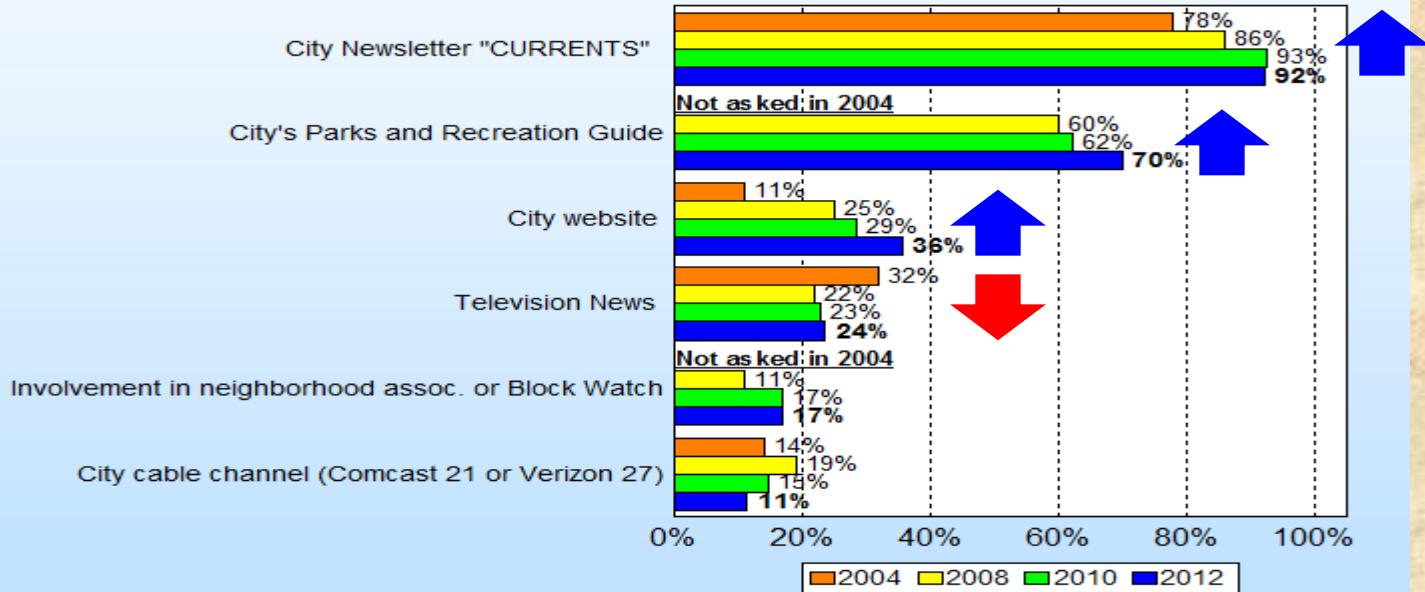
Significant Increases: 

Significant Decreases:

Q12. Ways Residents Get Information About City Issues, Services, and Events

Trends - 2004, 2008, 2010 and 2012

by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Largely Significant Increases in City Sources of Information (more than 5%)

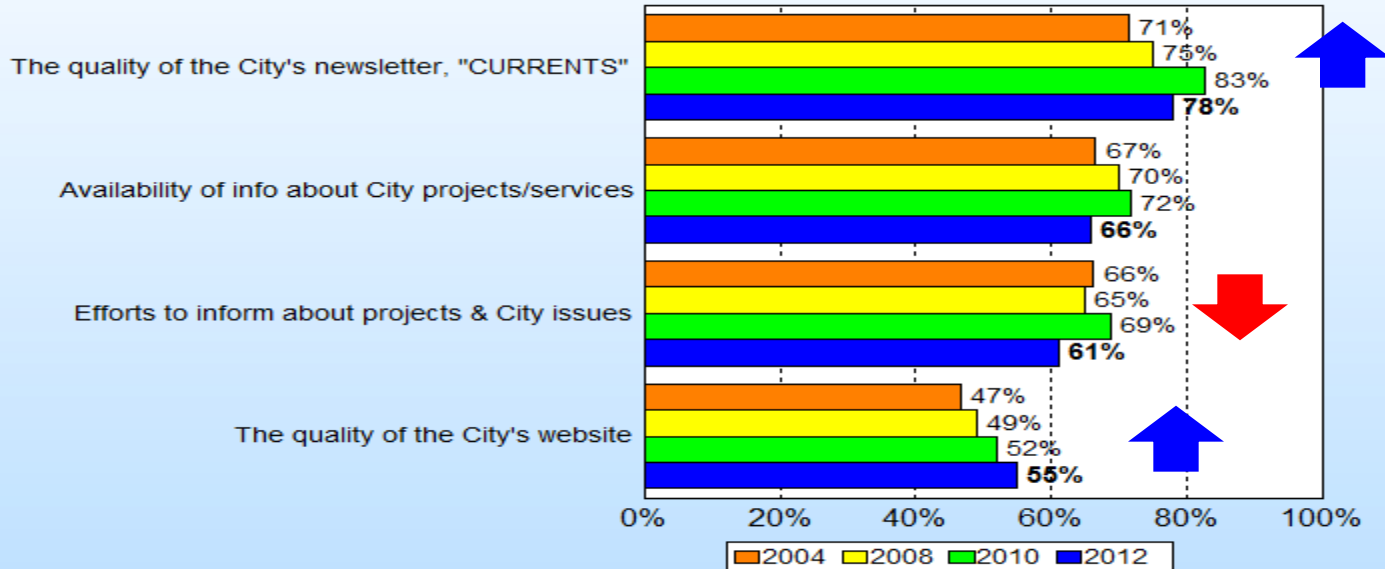
Significant Increases:

Significant Decreases:

Q13. Satisfaction Ratings for Various Aspects of City Communication

Trends - 2004, 2008, 2010, and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



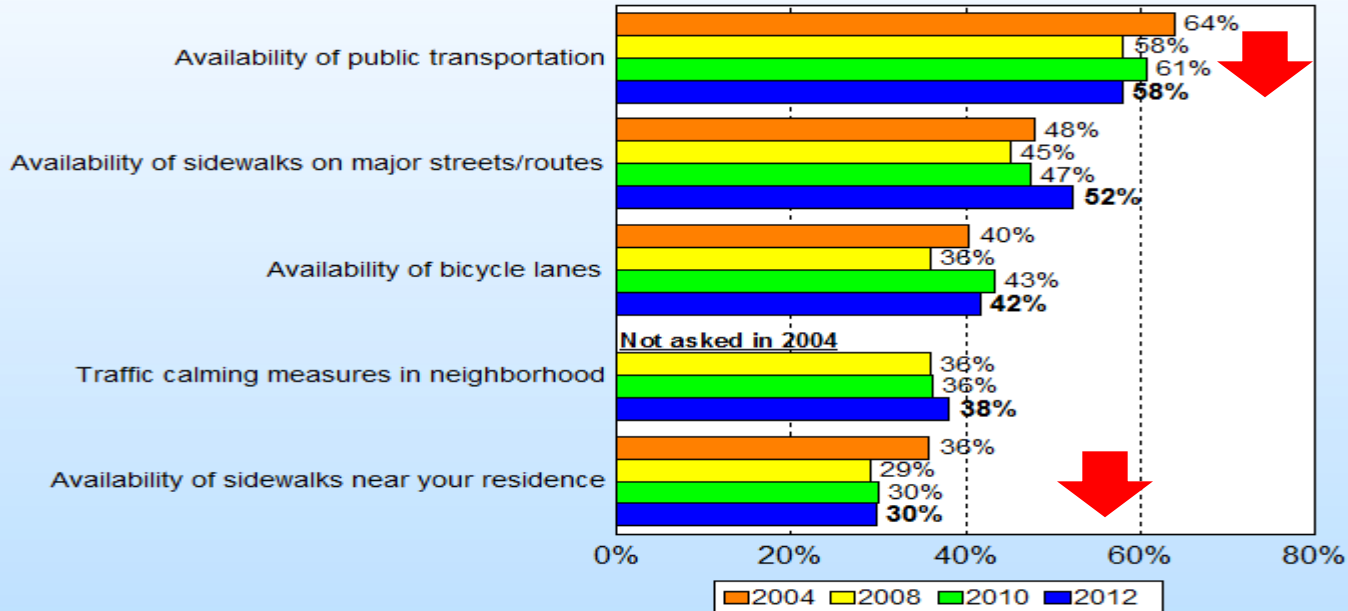
Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Both Significant Increases and Decreases in Satisfaction (more than 5%)

Significant Increases:  **Significant Decreases:** 

Q23. Satisfaction Ratings for Aspects of Transportation *Trends - 2004, 2008, 2010 and 2012*

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Some Significant Decreases in Satisfaction (more than 5%)

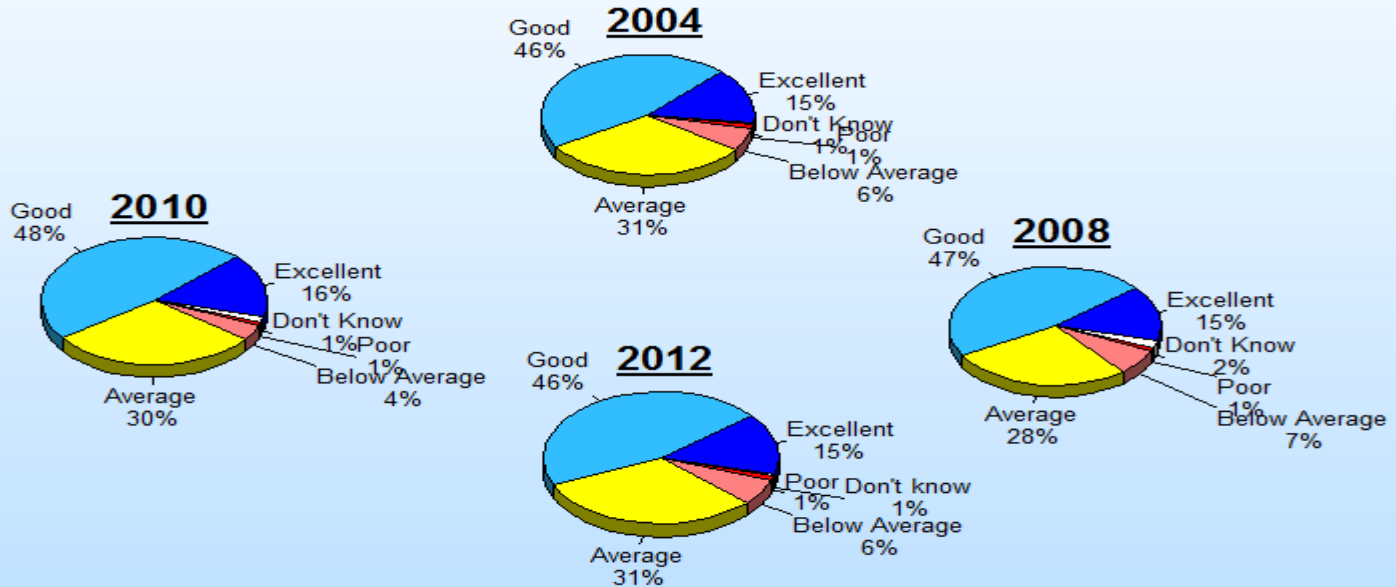
Significant Increases: 

Significant Decreases: 

Q18. Overall, How Would Rate the Condition of Your Neighborhood?

Trends - 2004, 2008, 2010 and 2012

by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

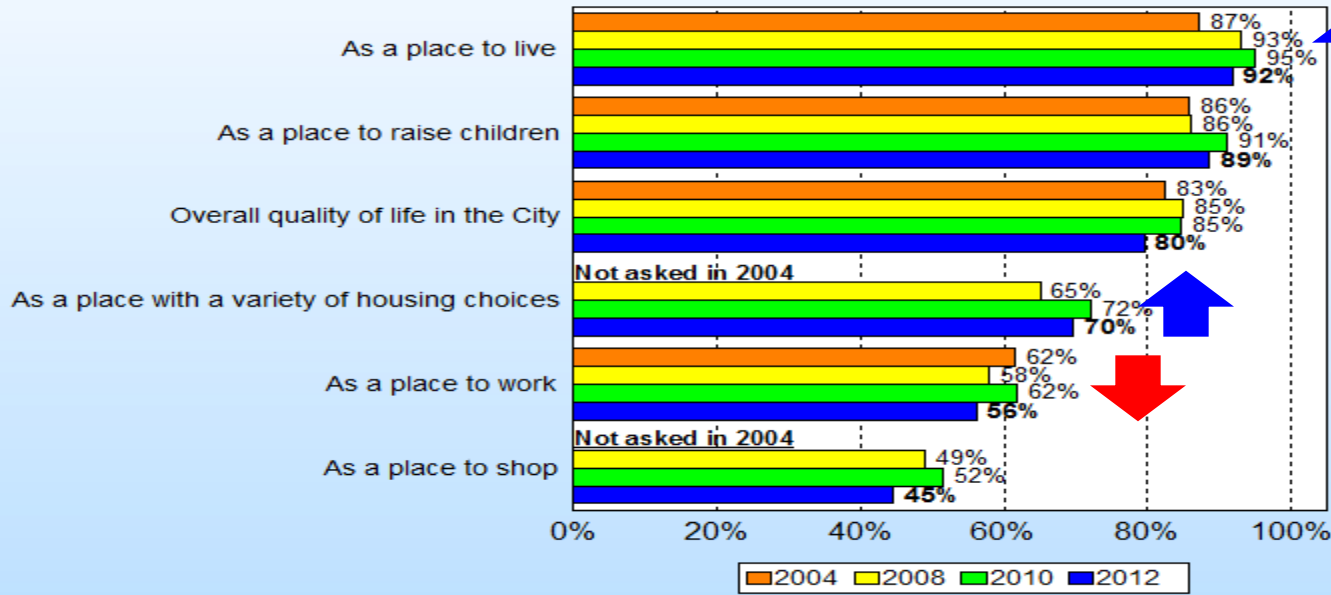
Trending Since 2004 Has Shown Stability n Satisfaction

Significant Increases: 

Significant Decreases: 

Q17. How Respondents Rate Shoreline as a Place to Live, Work and Raise Children in Trends - 2004, 2008, 2010 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

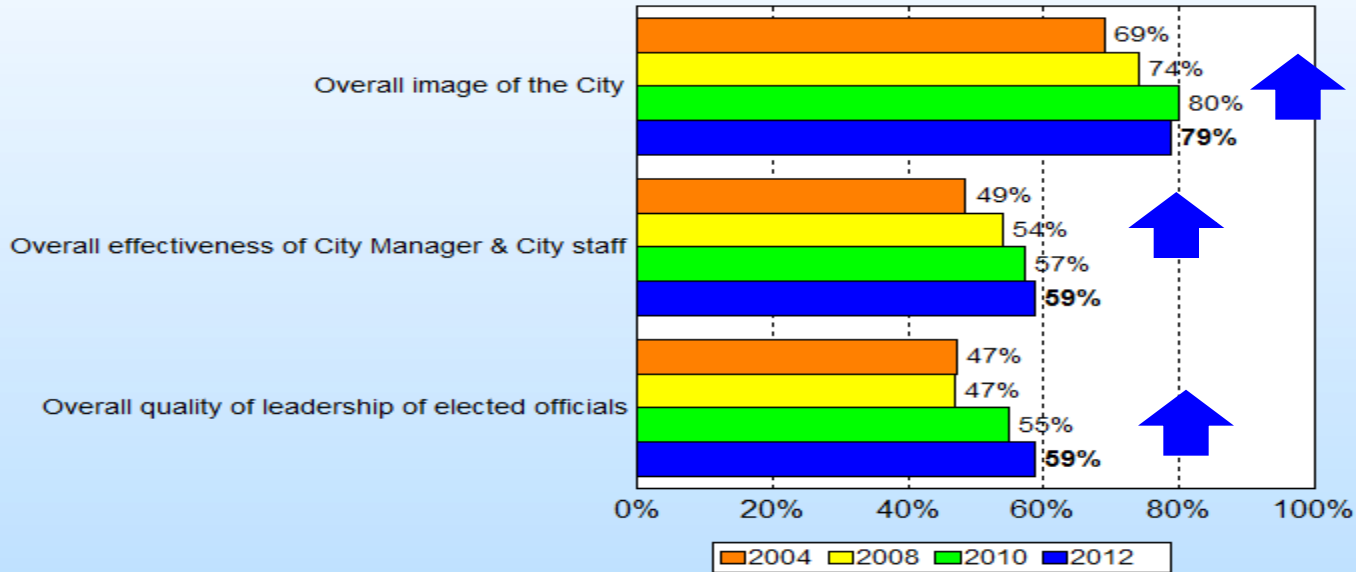
Trending Since 2004 Has Shown Significant Increases as a Place to Live and Variety of Housing Choices in Satisfaction With a Significant Decrease as a Place to Work

Significant Increases: ↑

Significant Decreases: ↓

Q14. Satisfaction with Various Items That May Influence Respondents' Perception of the City of Shoreline in Trends - 2004, 2008, 2010 and 2012

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown Significant Increases in Satisfaction in All Areas (more than 5%)

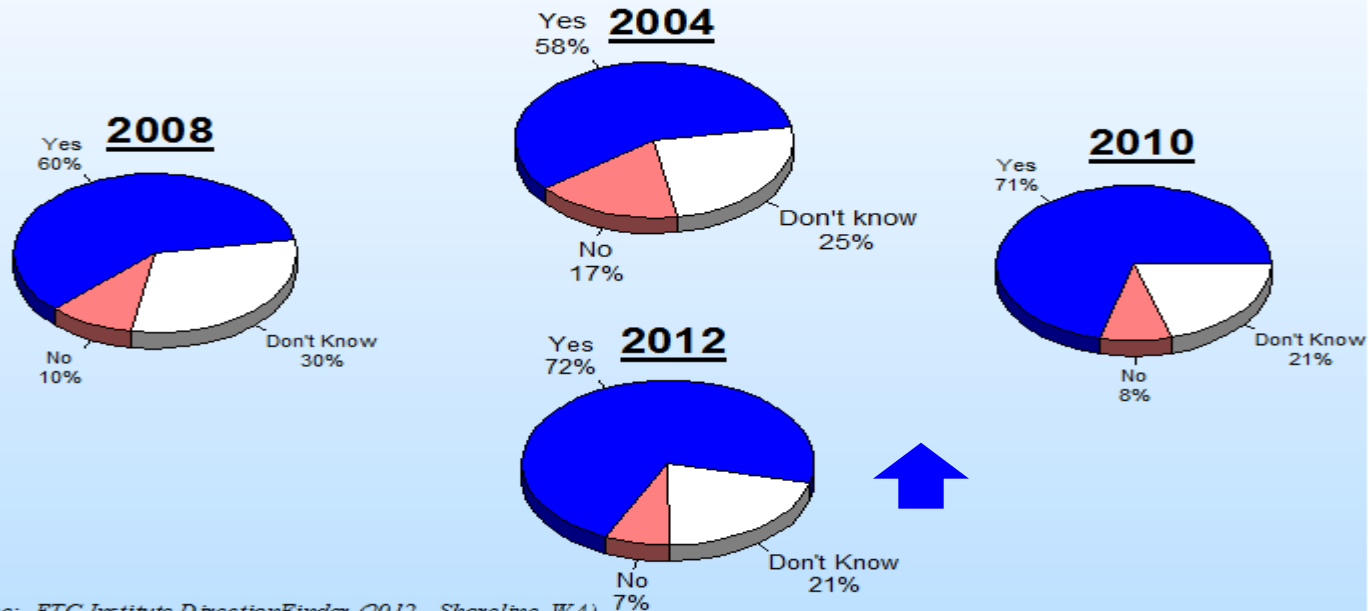
Significant Increases: ↑

Significant Decreases: ↓

Q16. In General, Do You Think the City of Shoreline is Moving in the Right Direction?

Trends - 2004, 2008, 2010 and 2012

by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Trending Since 2004 Has Shown A Very Significant Increase in Satisfaction (more than 5%)

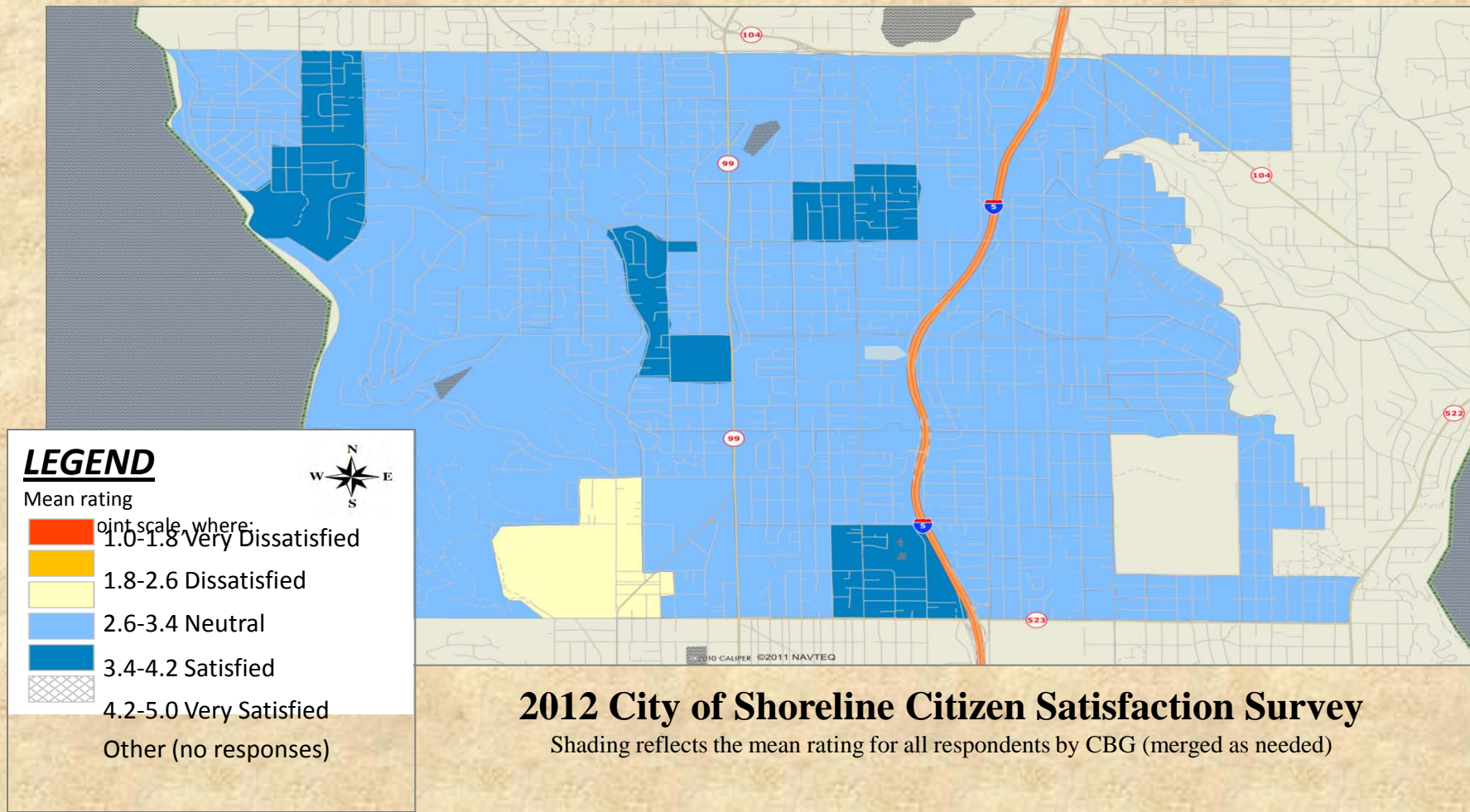
Significant Increases: 

Significant Decreases: 

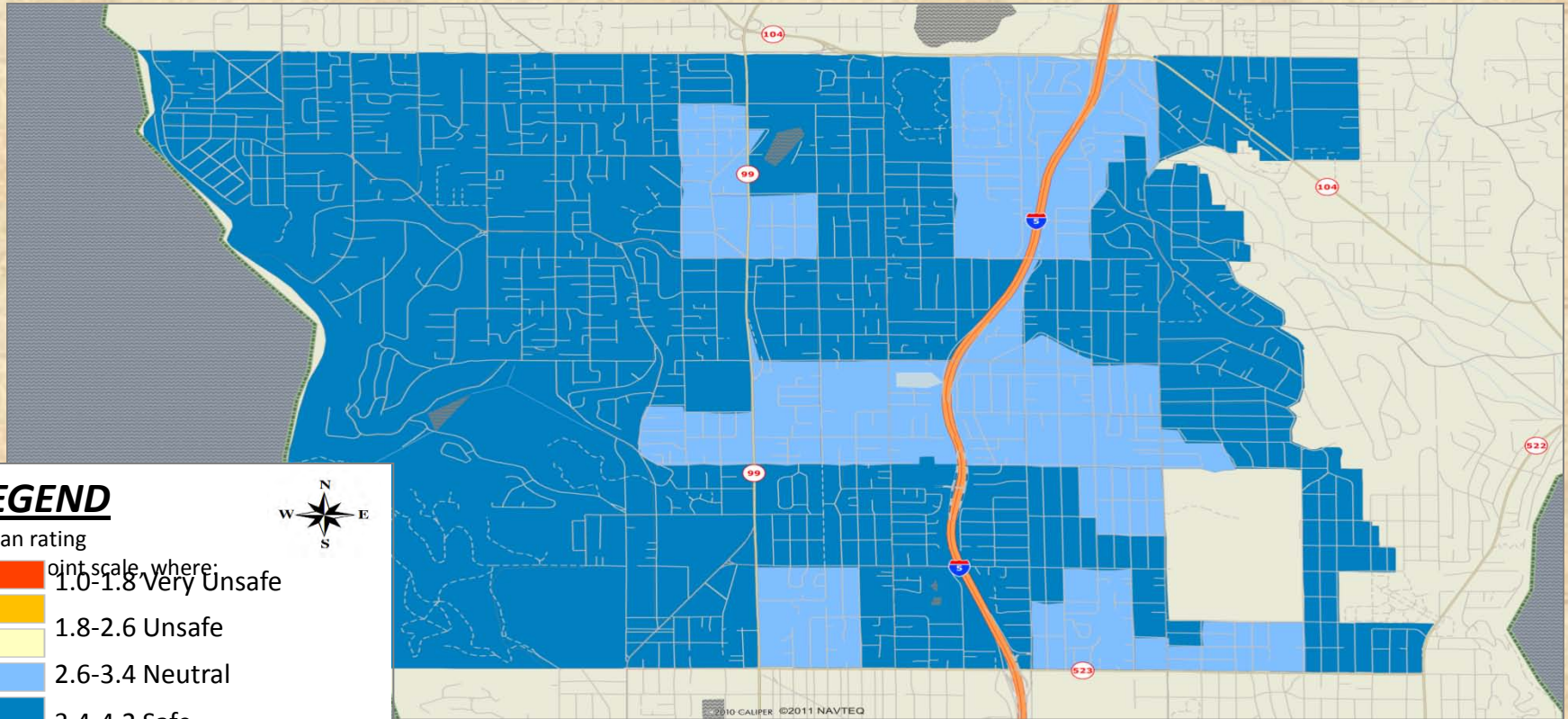
Major Findings: #3

**Levels of Satisfaction with
City Services Can Be Further Drilled
Down By Different Areas of the City**

Satisfaction with the overall quality of police services



Satisfaction with the level of safety in neighborhood during the day



LEGEND

Mean rating

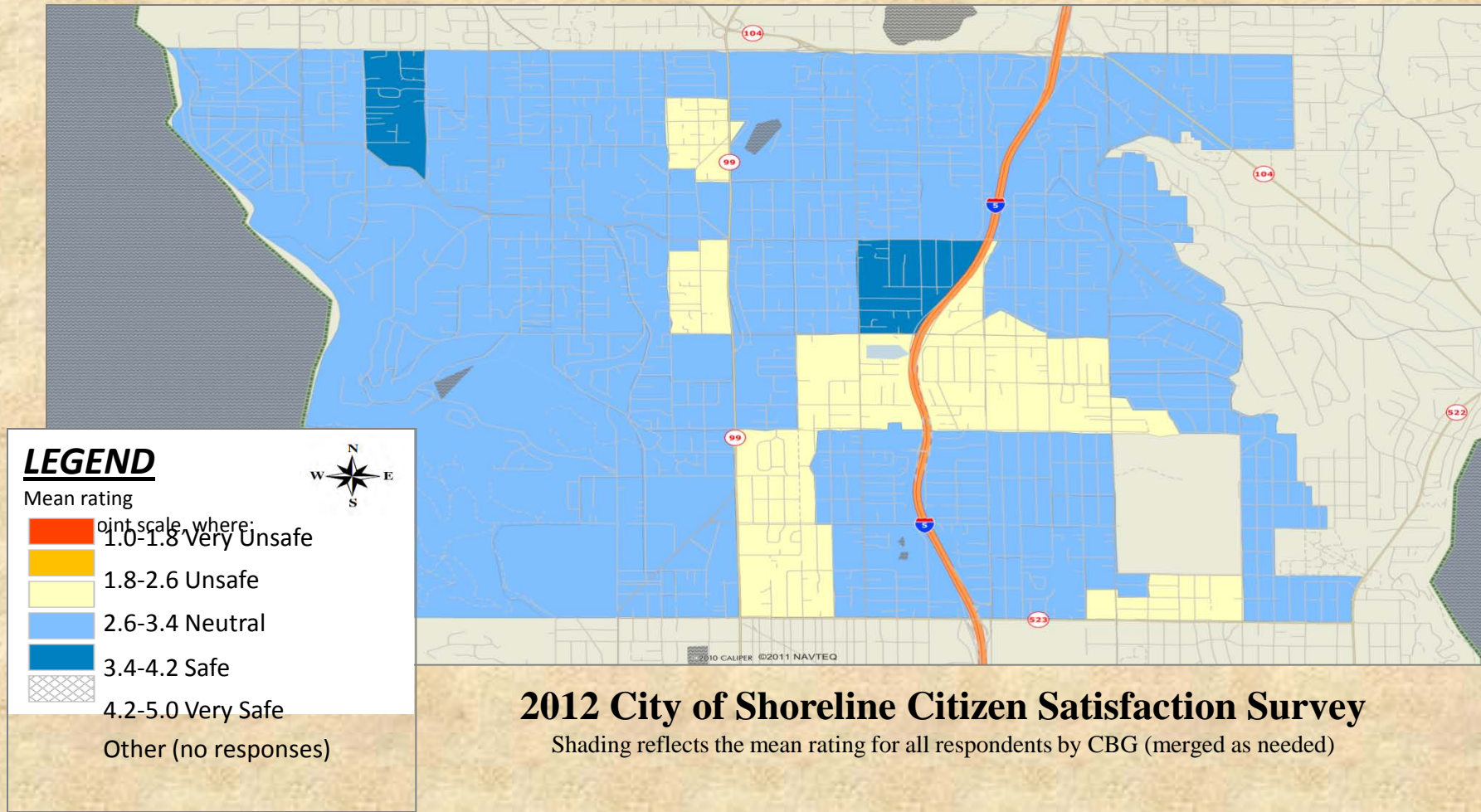
- 1.0-1.8 Very Unsafe
- 1.8-2.6 Unsafe
- 2.6-3.4 Neutral
- 3.4-4.2 Safe
- 4.2-5.0 Very Safe
- Other (no responses)



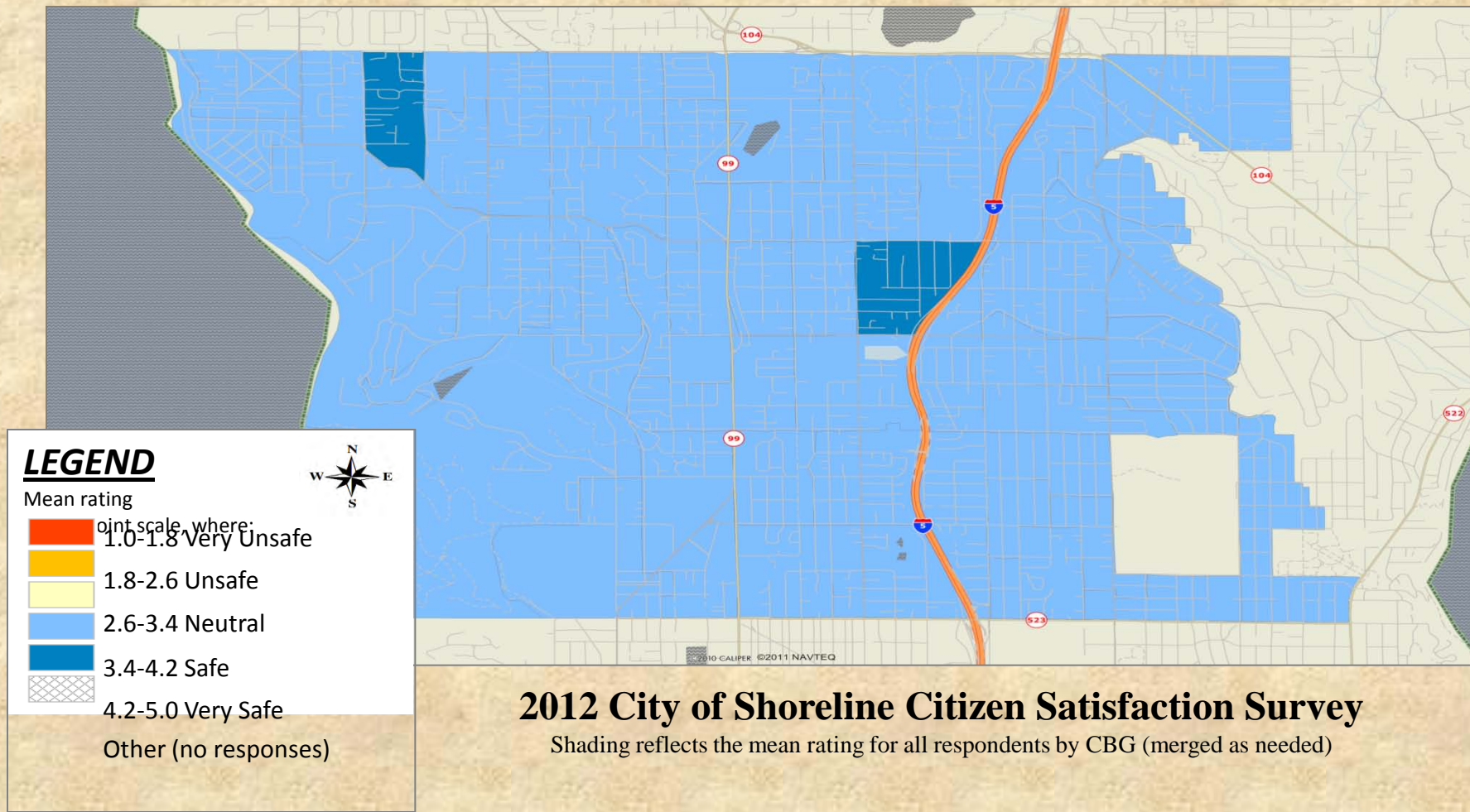
2012 City of Shoreline Citizen Satisfaction Survey

Shading reflects the mean rating for all respondents by CBG (merged as needed)

Satisfaction with the level of safety in neighborhood at night



Satisfaction with the overall feeling of safety

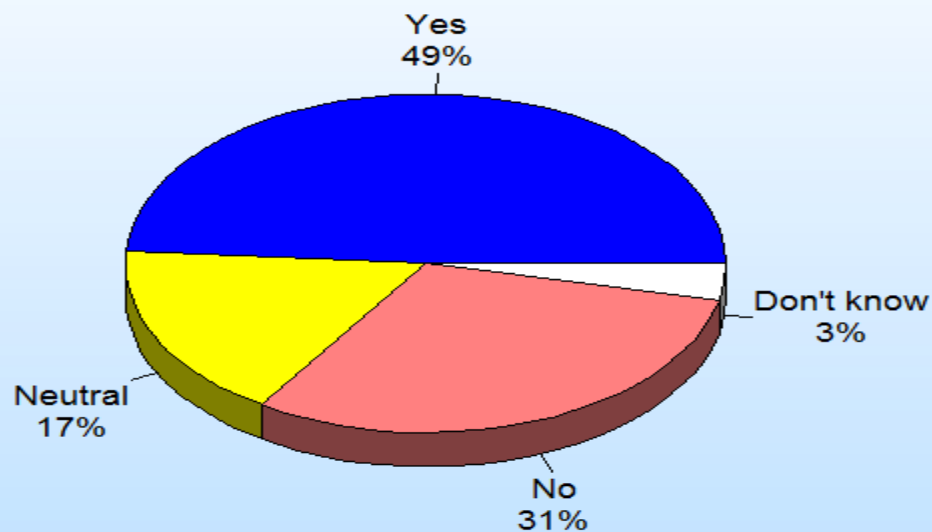


Major Finding #6

**Feedback on Special Issues Provides
Important Resident Feedback for
Future Directions**

Q20. Should the City of Shoreline Consider a Plastic Bag Ban as Part of its Environmental Sustainability Strategy?

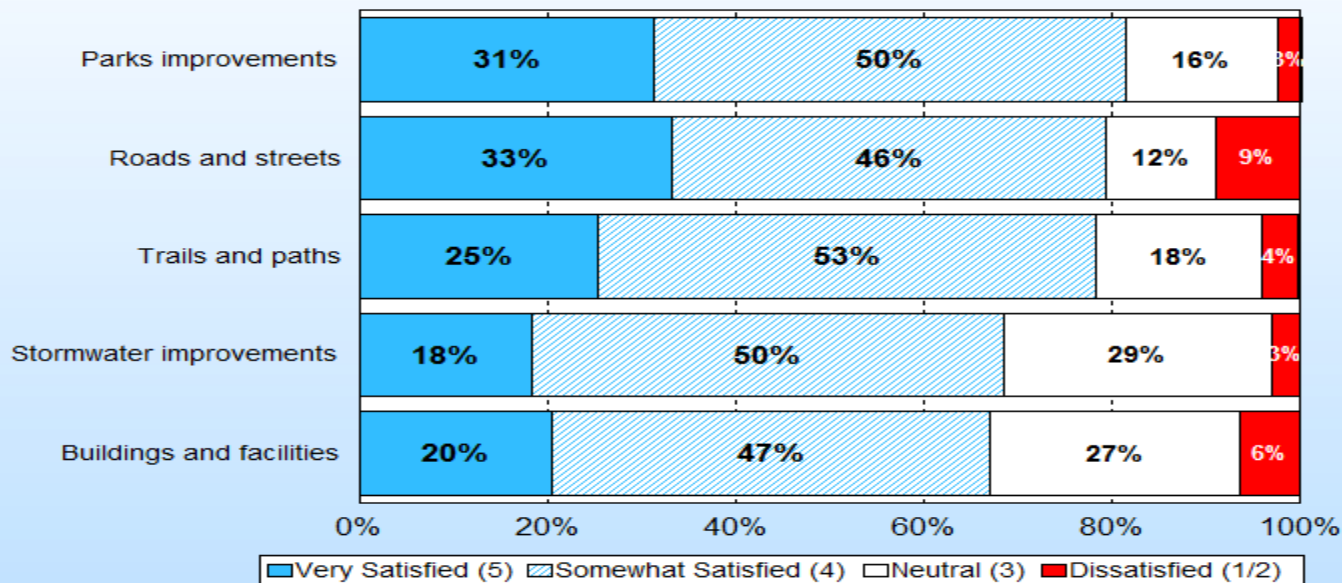
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q25. Satisfaction with Various Aspects of Capital Investments the City of Shoreline Has Recently Made

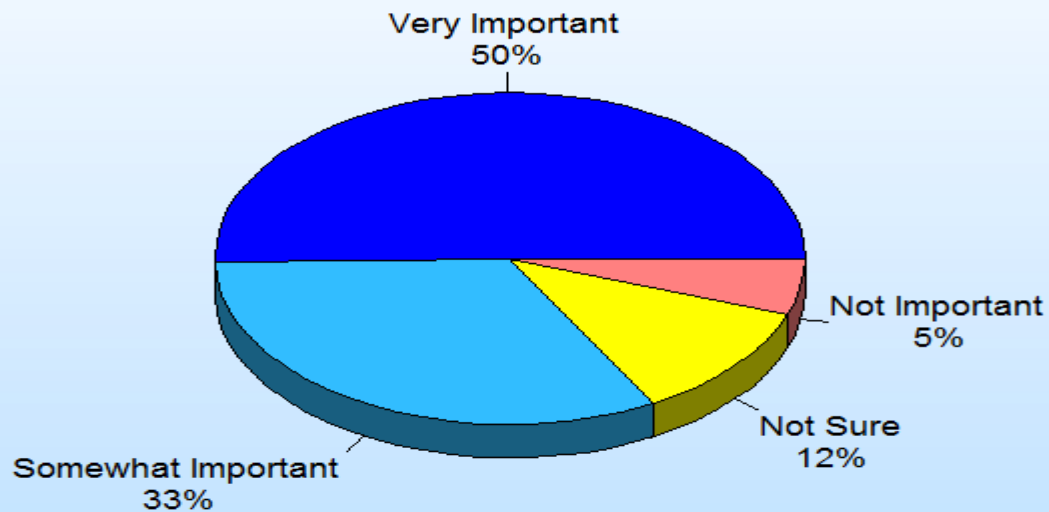
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q26. How Important Do You Feel It Is to Continue Making Capital Investments to Shoreline Facilities?

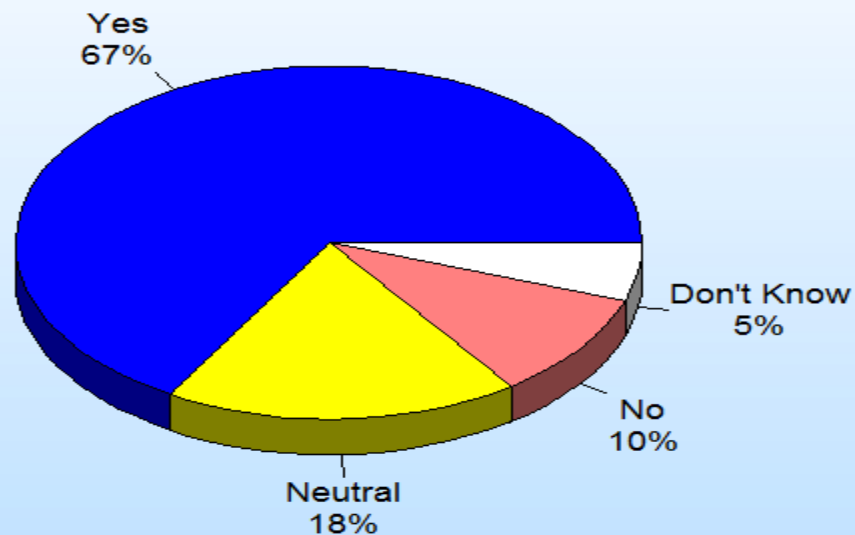
by percentage of respondents (excluding don't knows)



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q27. Do You Support the City's Emphasis on Economic Development?

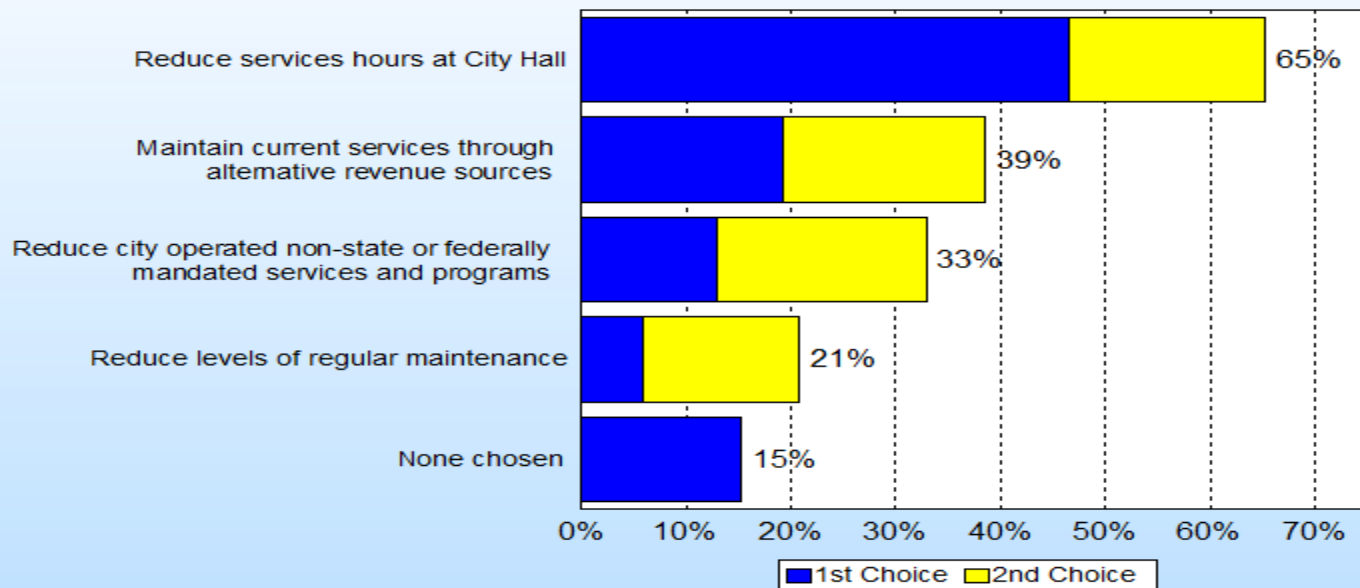
by percentage of respondents



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

Q28. Options Respondents' Most Support the City Taking to Help Balance the City's Budget in the Future

by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute DirectionFinder (2012 - Shoreline, WA)

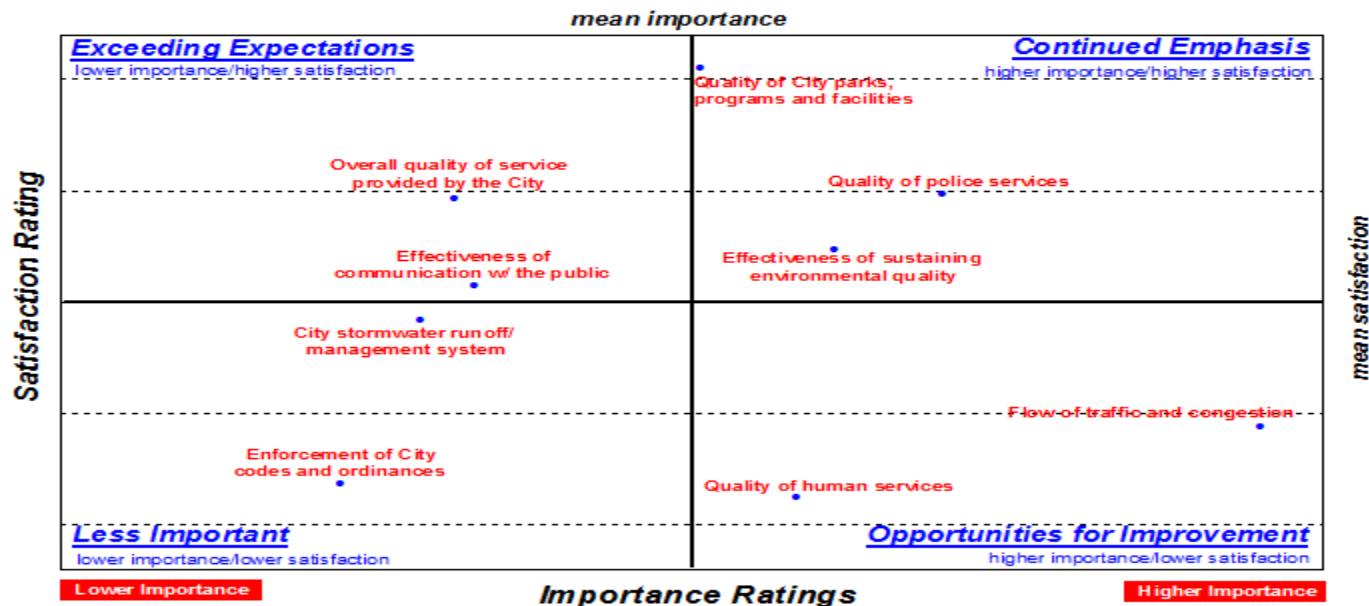
Major Finding #7

Important/Satisfaction Matrixes Show Services Where the City of Shoreline is Exceeding Expectations, Should Provide Continued Emphasis, and Have Opportunities for Improvements,

2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall City Services-

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

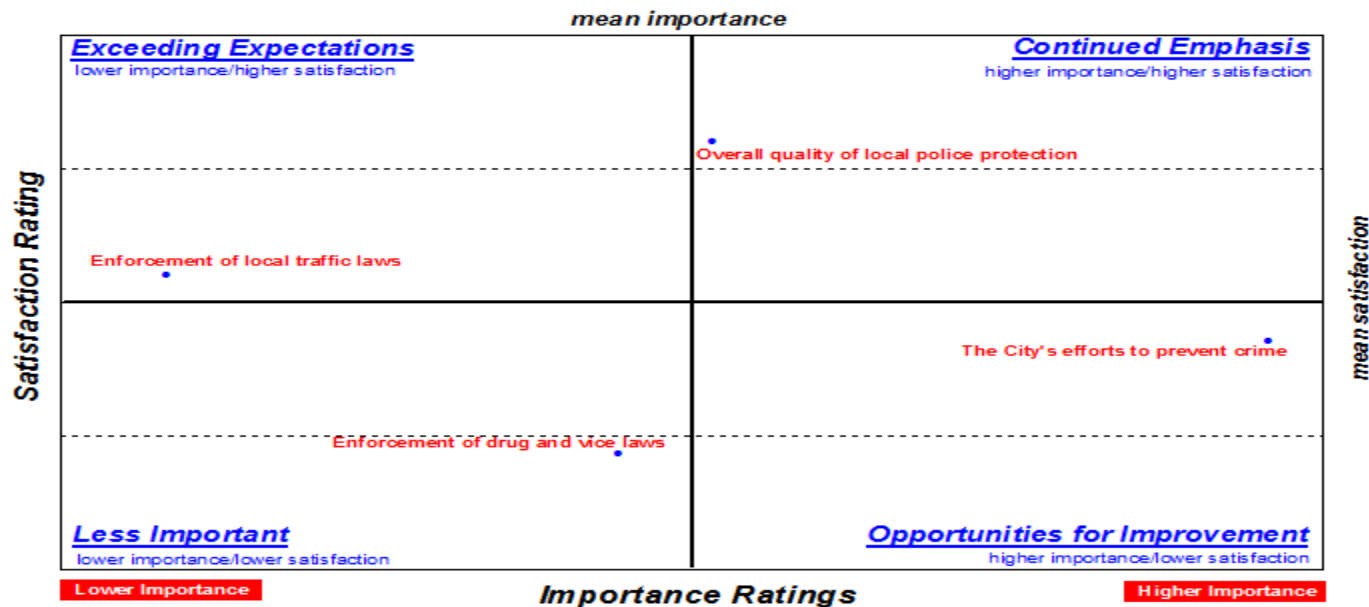


Source: ETC Institute (2012)

2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-Public Safety Services-

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

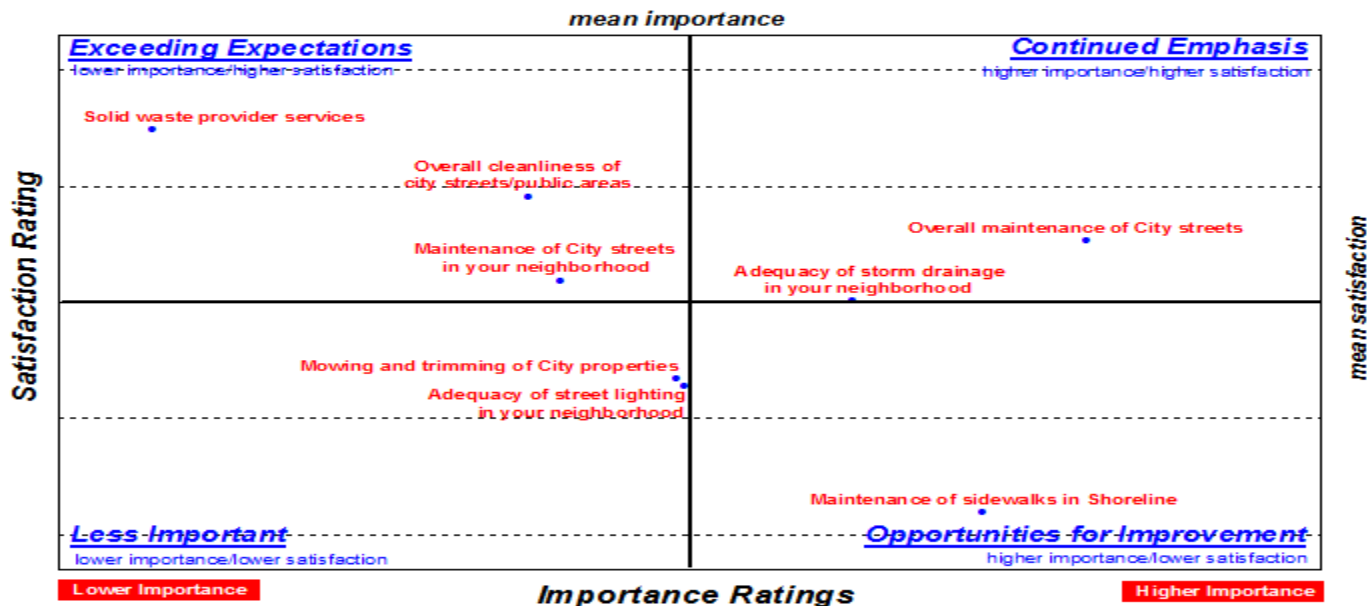


Source: ETC Institute (2012)

2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-City Maintenance-

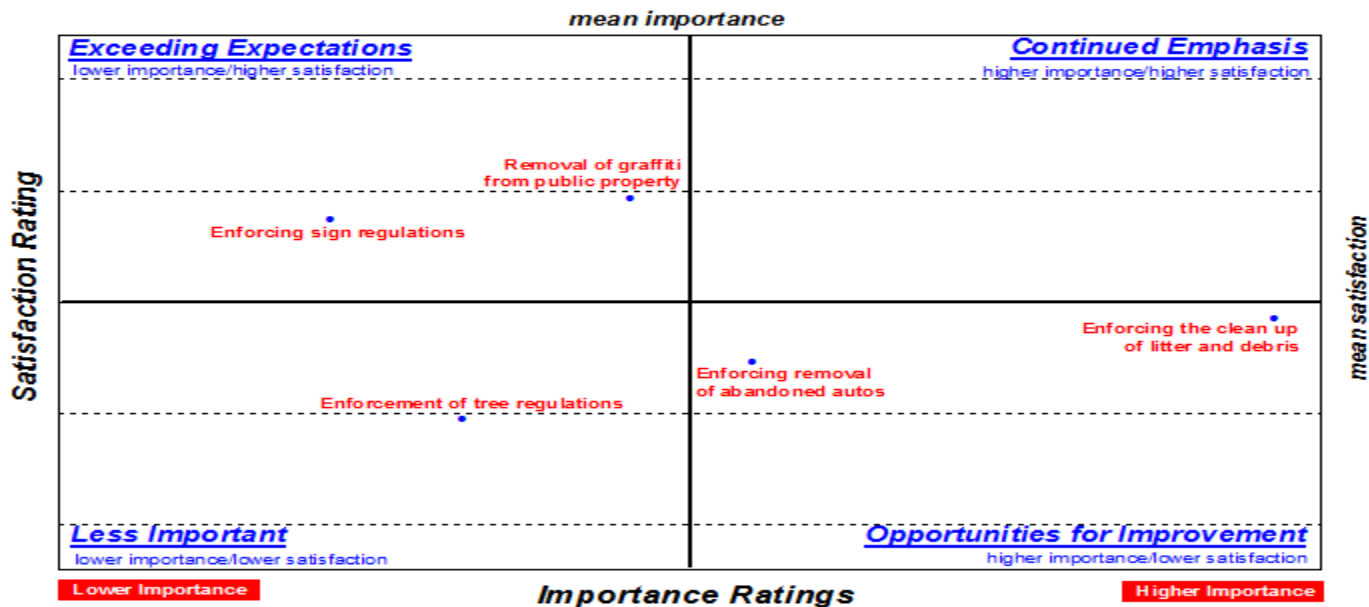
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-Codes and Ordinances-

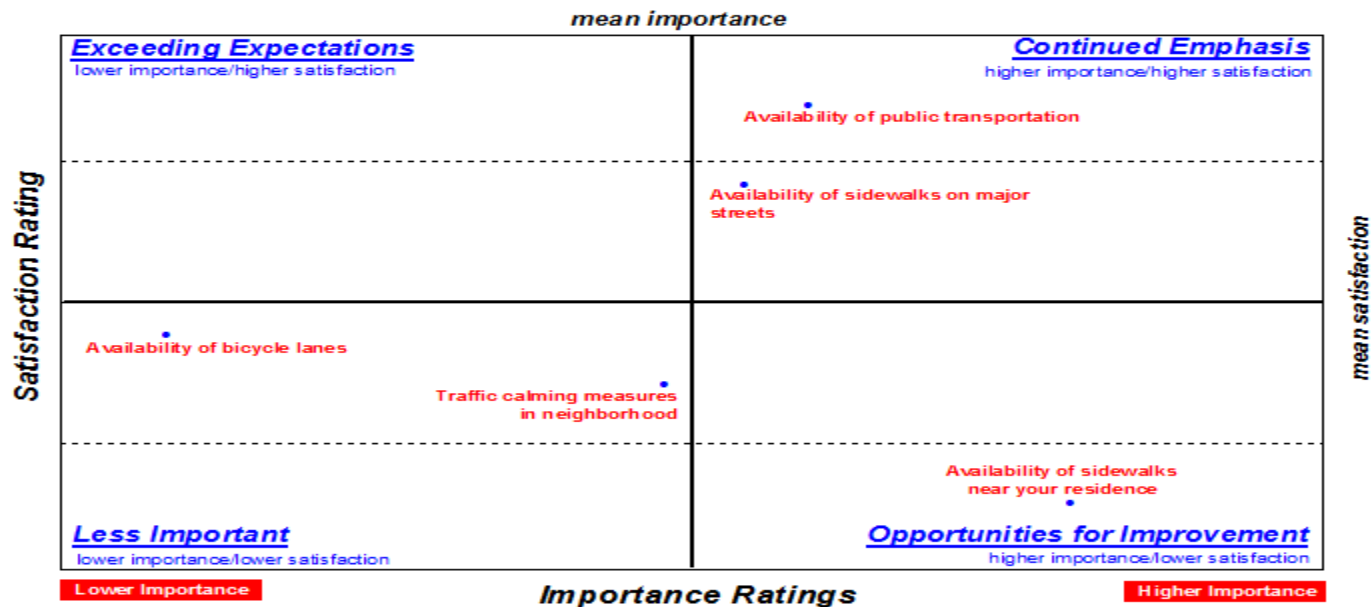
(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation-

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)

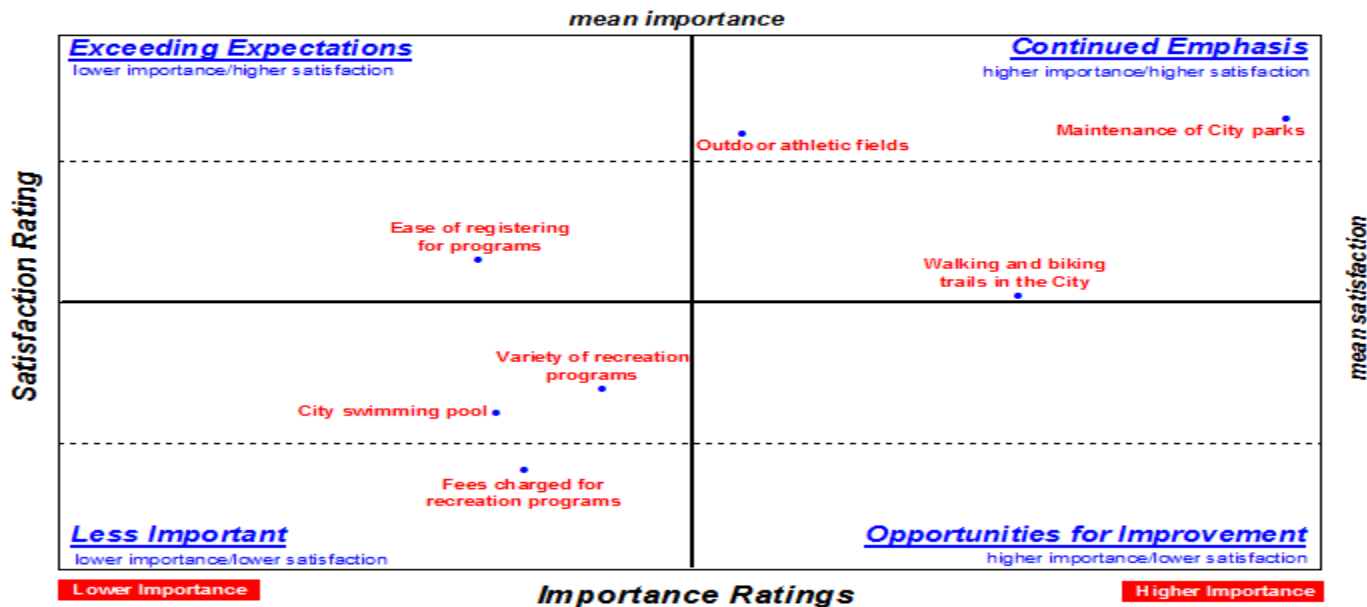


Source: ETC Institute (2012)

2012 City of Shoreline DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean satisfaction and importance ratings given by respondents to the survey)



Importance →

Exceeding Expectations - lower importance/higher satisfaction

Overall quality of service provided by City

Effectiveness of communication w/ public

City stormwater runoff/management system

Enforcement of City codes and ordinances

Less Important - lower importance/lower satisfaction

Continued Emphasis - higher importance/higher satisfaction

Quality of City parks, programs and facilities

Quality of police services

Effectiveness of sustaining environmental quality

Flow of traffic and congestion

Quality of human services

Opportunities for Improvement - higher importance/lower satisfaction

Satisfaction ↑

Exceeding Expectations - lower importance/higher satisfaction

Importance →

Solid waste provider services

Overall quality of service provided by City

Removal of graffiti from public property

Enforcement of local traffic laws

Enforcing sign regulations

Ease of registering for programs

Overall cleanliness of city streets/public areas

Effectiveness of Communication w/ public

Maintenance of City streets in your neighborhood

Availability of bicycle lanes

City stormwater runoff/management system

Variety of recreation Programs

Traffic calming measures in neighborhood

Mowing and trimming of City properties

City swimming pool

Adequacy of street lighting in your neighborhood

Enforcement of tree regulations

Enforcement of drug and vice laws

Enforcement of City codes and ordinances

Fees charged for recreation programs

Less Important – lower importance/lower satisfaction

Satisfaction ↑

Importance →

Continued Emphasis – higher importance/higher satisfaction

Quality of City parks,
programs and facilities
Outdoor athletic fields

Availability of public transportation

Overall quality of local police protection
Quality of police services

Maintenance of City parks

Availability of sidewalks on major streets

Overall maintenance of City streets

Effectiveness of sustaining
environmental quality

Walking and biking
trails in City

Adequacy of storm drainage in
your neighborhood

Enforcing clean up of litter and debris
City's efforts to prevent crime

Enforcing removal
Of abandoned autos

Flow of traffic and congestion

Quality of human services

Maintenance of sidewalks in Shoreline
Availability of sidewalks
near your residence

Opportunities for Improvement – higher importance/lower satisfaction

Satisfaction →

Questions ?

THANK YOU